

Your Course Website Game Plan

Think of this as your business plan meets tech setup guide. You're going to map out not just *what* you want to build, but *why* it matters and *how* you'll make it happen.

What You're Creating

Write a **Website Strategy Brief** (300-500 words) that tells the story of your online course business. Think of it as explaining your vision to a friend who wants to understand both your business dreams and the practical steps you're taking.

The Four Key Questions to Answer

1. What's Your "Why"?

- What's the main thing your website needs to accomplish? Are you selling courses, building a community, offering consulting?
- Who are you trying to reach? (Get specific - "busy working moms" is better than "everyone")
- What keeps your audience up at night, and how does your website become their solution?

2. Your Digital Address (Domain)

- What web address did you pick (or are you planning to pick)?
- Walk us through your thinking - why that name?
- How does it capture what you're all about?

3. Your Website's Home (Hosting)

- Where will your site actually live online? (Shared hosting, managed WordPress, cloud hosting?)
- Why does this choice make sense for where you are now and where you're headed?
- Any special concerns about site speed, handling growth, or keeping things secure?

4. Your WordPress Foundation

- When someone lands on your homepage, what's the first thing they'll see?
- Are you planning to sell courses, digital downloads, memberships, or a mix?

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- *Bonus points:* Any WordPress tools or plugins on your radar that might help you deliver your offerings?

How to Submit

- Save as PDF or Word doc
- Use clear section headers (makes it easier for everyone!)
- **Worth:** 20 points
- **Due:** [Your actual due date]

How You'll Be Evaluated

Criteria	Excellent (4 pts)	Proficient (3 pts)	Developing (2 pts)	Needs Work (1 pt)
Your Business Vision	You've nailed it - clear purpose, specific audience, and I totally get how your website solves their problems	Good foundation with purpose and audience defined, problem is addressed but could use more detail	Purpose is there but fuzzy; audience or problem isn't fully fleshed out	Hard to understand what you're trying to accomplish or who you're serving
Domain Strategy	Smart domain choice with solid reasoning that clearly connects to your brand	Good domain that makes sense with basic explanation	Domain is mentioned but reasoning is weak or unclear	No domain discussed or explanation doesn't make sense
Hosting Logic	You've clearly thought this through - hosting choice fits your needs and you've considered growth, speed, or security	Reasonable hosting plan that mostly fits your situation	Basic hosting mention without much thought behind it	Hosting choice is unclear or missing entirely

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WordPress Planning	Crystal clear vision for your homepage and offerings that aligns perfectly with your business goals	Most pieces are there and generally make sense together	Vague or limited planning for what your site will actually do	Missing key details or doesn't connect to your goals
Clear Communication	Well-organized, easy to follow, professional but conversational tone	Mostly clear and organized with just minor issues	Some organization or writing issues that slow me down	Hard to follow or lacks clear structure

Total: 20 points